FAX

R. J. Reynolds Tobacco Co.
400 Raritan Center Parkway
Edison, N.J. 08837

Date 12/2/96

Number of pages including cover sheet 4

To: Paterson Tobacco

Denise

Phone

Fax Phone **201-345-2154**

CC: **Kevin Kroll**

Greg Mitchell

From:

Lanny Wolfe

Phone **908-225-4774**

Fax Phone **908-417-9076**

Voice Mail **800-757-8255 Ext.48795**

REMARKS:

☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please comment

Enclosed is the information you will need to work the December DPC promotion. Please pack each display with 2 cartons of SALEM King and 2 cartons of SALEM Lights all black lined and stickered 20¢ off and add to normal order for each account on the attached DPC list - week of December 9.

If you have any questions, please let me know.

Thanks,

Lanny

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Source: https://www.industrydocuments.ucsf.edu/docs/rtwy0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **PATERSON TOBACCO #488910**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		$1,361.10
Displays		21
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$1386.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

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